

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A tire label, comprising:

a woven polyester mesh label face stock;

an a first layer of adhesive carried by a first side of the label face stock, at least some of the adhesive overlying a first portion of at least a first side of the label face stock, a second portion of the first side of the label face stock being substantially free of the adhesive to form a pull tab;

an open woven mesh material intermediate layer carried by the first layer of adhesive on a first side of the intermediate layer, wherein the first layer of adhesive separates the first side of the label face stock from the first side of the intermediate layer, and wherein when the tire label is pressed onto a tire at least some of the adhesive from the first layer of adhesive passes through openings in the intermediate layer from the first side of the intermediate layer to an opposed second side of the intermediate layer;

a second layer of adhesive carried by at least a first portion of the second side of the intermediate layer, a second portion of the second side of the intermediate layer being substantially free of the second layer of adhesive to form a pull tab;

a primer carried on at least a portion of the first side of the label face stock between the first side of the label face stock and the first layer of adhesive;

a release liner releasably carried overlying the second layer of adhesive, the release liner being selectively removable to expose the second layer of adhesive; and

a radio frequency identification (RFID) insert carried by the label face stock, the RFID insert positioned between the label face stock and the release liner.

2. (Cancelled)

3. (Previously Presented) The tire label of claim 1 wherein at least a portion of the adhesive overlies the RFID insert such that at least some of the adhesive is positioned between the RFID insert and the release liner.

4. (Cancelled)

5. (Previously Presented) The tire label of claim 1 wherein the label face stock is adapted to conform to an irregular surface.

6. (Previously Presented) The tire label of claim 1 wherein the label face stock is made of filaments of about 64 microns diameter.

7. (Previously Presented) The tire label of claim 1 wherein the label face stock has a thread count of about 156 threads per inch.

8. (Previously Presented) The tire label of claim 6 wherein the label face stock has a thread count of about 156 threads per inch.

9. (Previously Presented) The tire label of claim 8 wherein the adhesive forms a layer having a thickness of approximately 3-6 mils.

10. (Previously Presented) The tire label of claim 1 wherein the label face stock has been dyed, pigmented or printed.

11. (Cancelled)

12. (Previously Presented) The tire label of claim 1 wherein the adhesive forms a layer having a thickness of approximately 3-6 mils.

13. (Previously Presented) The tire label of claim 1 wherein the adhesive is selected from the group consisting of pressure sensitive, heat seal, UV-cured, epoxy, rubber-based, acrylic based, and combinations thereof.

14-16. (Cancelled)

17. (Currently Amended) The tire label of claim 1~~15~~ wherein the adhesive in the first layer of adhesive and the second layer of adhesive is selected from the group consisting of pressure sensitive, heat seal, UV-cured, epoxy, rubber-based, acrylic based, and combinations thereof.

18. (Cancelled)

19. (Cancelled)

20. (Currently Amended) The tire label of claim 1~~15~~ wherein the first layer of adhesive has a thickness of approximately 3-6 mils, the label face stock is made of filaments of about 64 microns in diameter and the label face stock has a thread count of about 156 threads per inch.

21. (Previously Presented) The tire label of claim 20 wherein at least a portion of the adhesive overlies the RFID insert such that at least some of the adhesive is positioned between the RFID insert and the release liner.

22. (Previously Presented) The tire label of claim 21 wherein the adhesive is selected from the group consisting of pressure sensitive, heat seal, UV-cured, epoxy, rubber-based, acrylic based, and combinations thereof.

23. (Previously Presented) The tire label of claim 1 wherein the label is die cut.

24. (Cancelled)

25. (Previously Presented) The tire label of claim 1 wherein at least a portion of the label face stock is impregnated with at least a portion of the adhesive.

26. (Previously Presented) The tire label of claim 6 wherein at least a portion of the label face stock is impregnated with at least a portion of the adhesive.

27-31. (Cancelled)